



*19th Annual*

# **CANTERBURY TECH SUMMIT**

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GROW | CONNECT | INSPIRE

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**SPONSORSHIP PROSPECTUS 2023**





## About Canterbury Tech

- Canterbury Tech is the largest and most active regional tech community in New Zealand.
- We believe that Canterbury and New Zealand's future relies on us supporting each other to build a high-value, world class, environmentally sustainable tech economy.
- We are a not for profit organisation. We strive to ensure that the Canterbury tech sector is a thriving, vibrant and highly connected community.
- Our community is a diverse blend of technology companies, user organisations, government/educational organisations and individuals.
- We exist to Grow, Connect and Inspire our local tech sector by running monthly networking events, Tech Tuesday initiatives and the flagship annual Canterbury Tech Summit – all of which always receive high Net Promoter Scores from attendees.
- We also run mentor programmes, publish news and views of our members and host events to connect student & employers as well as a range of other initiatives.
- We are the catalyst for tech sector growth and the glue that binds our tech eco-system together.

**GROW  
CONNECT  
INSPIRE**



# Canterbury Tech Summit 2023

Prior to Covid-19, we held Tech Summit for many years at the Airforce Museum in Wigram, for 700+ delegates. We are aiming to surpass pre Covid numbers this year, taking Tech Summit 2023 to the brand new Te Pae, Christchurch Convention Centre.

We finally managed to pull off Tech Summit in 2022 with over 600 delegates at Haere-Roa, the excellent new venue at the University of Canterbury Students' Association. Covid-19 forced us to cancel a sold out Tech Summit in 2021 and caused us to downsize Tech Summit in 2020, but we still managed to hold a well attended conference at a smaller central city venue.

In 2023 we aim to build our audience again back towards 2019 levels and we expect to attract 700+ delegates. Whilst the venue has changed, the objectives do not - we will deliver a high-quality event that provides value to all delegates and sponsors, in the form of content, networking opportunities and exhibit booth space

## Canterbury Tech Summit 2023:

- Full Day Tech Summit
- Three major streams ( increased from 2)
- Great networking opportunities throughout the day
- 700+ attendees
- Exhibitor booths available (spacious 3m x 3m exhibit booths)

# Previous Event Information from 2022 Tech Summit

- View our [2022 Program here](#)
- View our [2022 Speaker Lineup here](#)
- View our [2022 Sponsor Family here](#) (and on the next page)
- View our [2022 Exhibitors here](#)

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# jade





## Feedback from Previous Years...

### ***At the 2022 Canterbury Tech Summit...***

- 45% of attendees cited the vibrant networking and social opportunity as their main reason for attending
- 31% for personal growth & development | 13% for business development | 12% for the speakers / topics
- 40% were Company Owners, Directors or Senior Managers | 45% were employees working as part of a team
- 48% were first-time attendees
- 4/5 stars was the overall average rating of the event

### ***At the 2020 Canterbury Tech Summit...***

- 48% of attendees cited the vibrant networking and social opportunity as their main reason for attending the event
- 25% for personal growth & development
- 45% were Company Owners, Directors or Senior Managers
- 37% were first-time attendees
- 91% of attendees attended the event in person rather than online.

### ***At the 2019 Canterbury Tech Summit...***

- 42% of attendees cited the vibrant networking and social opportunity as their main reason for attending the event
- 28% for personal growth & development
- 34% were Company Owners, Directors or Senior Managers
- 38% were first-time attendees.

# Sponsorship Packages Overview

<b>Sponsorship Packages Available:</b>	<b>Cost:</b>	<b>Number Available:</b>
Platinum	\$16,000 + GST	3
Gold	\$10,000 + GST	6
Silver	\$6,000 + GST	10
Room – Main Auditorium or Exhibit Hall	\$5,000 + GST	2
Room – Breakout Spaces	\$4,000 + GST	2
Art Installation and Performance	\$4,000 + GST	3
Coffee	\$5,000 + GST	1
Lanyard	\$5,000 + GST	1
Lunch or Networking Function	\$4,000 + GST	2
Morning Tea or Afternoon Tea	\$3,000 + GST	2
Exhibitor	\$3,000 + GST	10+
Sponsor a Not for Profit – to be an exhibitor	\$1,500 + GST	3+







# Platinum Sponsorship Package

**\$16,000 + GST**

## **BENEFITS**

### **Speaker Sponsor**

- Option to have your name as sponsor for one of our high profile 3 keynote speakers and introduce that speaker.

### **Speaking Opportunities**

- Invitation to present at a monthly event.

### **Exhibition Booth**

- Premium exhibition space measuring up to 6m x 6m in our exhibit hall.

### **Registrations**

- Eight (8) complimentary summit registrations
- Two (2) invitations to the post-event VIP dinner

### **Video**

- Sponsor video can be played (max 1 minute)

### **Profile**

- Verbal acknowledgement as a Platinum sponsor throughout the Summit
- Company logo prominently displayed on the Summit website, email campaigns, and in the program
- Logo on all printed and digital banners on site
- Sponsor video can be played (max 1 minute)
- Frequent mentions through the Summit social media plan

***Three (3) Platinum Sponsorship Packages available***





# Gold Sponsorship Package

**\$10,000 + GST**

## **BENEFITS**

### **Exhibition Booth**

- Premium exhibition space measuring up to 3m x 3m in our exhibit hall.

### **Registrations**

- Four (4) complimentary summit registrations
- One (1) invitations to the post-event VIP dinner

### **Video**

- Sponsor video can be played (max 30 seconds)

### **Profile**

- Verbal acknowledgement as a Gold sponsor throughout the Summit
- Company logo prominently displayed on the Summit website, email campaigns, and in the program
- Logo on all printed and digital banners on site
- Frequent mentions through the Summit social media plan

***Six (6) Gold Sponsorship Packages available***





# Silver Sponsorship Package

**\$6,000 + GST**

## **BENEFITS**

### **Exhibition Booth**

- Exhibition space measuring up to 3m x 3m in our exhibit hall.

### **Registrations**

- Two (2) complimentary summit registrations

### **Profile**

- Verbal acknowledgement as a Silver sponsor throughout the Summit
- Company logo prominently displayed on the Summit website, email campaigns, and in the program
- Logo on all printed and digital banners on site
- Mentions through the Summit social media plan

***Ten (10) Silver Sponsorship Packages available***





# Room Sponsorship Packages

## Main Auditorium or Exhibit Hall Naming Sponsor

\$5,000 + GST

### BENEFITS

#### Room Name

- It will be called the “Business Name” Main Auditorium or Exhibit Hall. Sponsor will be mentioned by MC on numerous occasions.

#### Exhibition Booth

- Exhibition space measuring up to 3m x 3m in our exhibit hall.

#### Registrations

- Two (2) complimentary summit registrations

#### Profile

- Verbal acknowledgement as a room sponsor throughout the Summit
- Company logo displayed on the Summit website, email campaigns, and in the program
- Logo on all printed and digital banners on site
- Mentions through the Summit social media plan

***One (1) Main Auditorium Sponsorship Package available***

***One (1) Exhibit Hall Sponsorship Package available***





# Room Sponsorship Packages

## Breakout Room Naming Sponsor

**\$4,000 + GST**

### BENEFITS

#### Room Name

- It will be called the “Business Name” Main Auditorium or Exhibit Hall. Sponsor will be mentioned by MC on numerous occasions.

#### Registrations

- One (1) complimentary summit registrations

#### Profile

- Verbal acknowledgement as a room sponsor throughout the Summit
- Company logo displayed on the Summit website, email campaigns, and in the program
- Logo on all printed and digital banners on site
- Mentions through the Summit social media plan

#### Additional Extra - Exhibition Booth

- Exhibition space measuring up to 3m x 3m in our exhibit hall.
- Purchase this for an additional \$1,500 + GST

***Two (2) Breakout Room Sponsorship Packages available***





# Art Installation and Performance Sponsor Packages

**\$4,000 + GST**

## **BENEFITS**

### **Art, performance and social happenings**

- We have engaged a small creative team of installation and performance artists to activate social connections, creativity and increase fun at the Summit exhibition space
- We envisage a high volume of social media engagement with this aspect
- Talk to us about which art and performance ideas connect best with you
  - Comedian, interactive installation etc

### **Registrations**

- One (1) complimentary summit registrations

### **Profile**

- Verbal acknowledgement and logo placement as an Art Installation sponsor throughout the Summit
- Where possible prominent branding on or near the performance/ art installation
- Company logo displayed on the Summit website, email campaigns, and in the program
- Logo on all printed and digital banners on site
- Mentions through the Summit social media plan

### **Additional Extra - Exhibition Booth**

- Exhibition space measuring up to 3m x 3m in our exhibit hall.
- Purchase this for an additional \$1,500 + GST

***Three (3) Art Installation Sponsorship Packages available***





# Coffee Sponsor Package

**\$5,000 + GST** plus the cost of the coffees and any equipment required to be hired in.

## **BENEFITS**

### **Name**

- It will be called the “Business Name” Coffee

### **Registrations**

- One (1) complimentary summit registrations

### **Profile**

- Verbal acknowledgement as the coffee sponsor throughout the Summit
- Company logo displayed on the Summit website, email campaigns, and in the program
- Logo on all printed and digital banners on site
- Mentions through the Summit social media plan
- Opportunity to provide branded keep cups

### **Additional Extra - Exhibition Booth**

- Exhibition space measuring up to 3m x 3m in our exhibit hall.
- Purchase this for an additional \$1,500 + GST

***One (1) Coffee Sponsorship Package available***





# Lanyard Sponsor Package

**\$5,000 + GST**

## **BENEFITS**

### **Branding**

- Opportunity to brand the conference lanyard worn by all delegates (up to 750 people) with your logo.

### **Registrations**

- One (1) complimentary summit registrations

### **Profile**

- Company logo on the lanyards worn by all attendees
- Company logo displayed on the Summit website, email campaigns, and in the program
- Logo on all printed and digital banners on site
- Mentions through the Summit social media plan

### **Additional Extra - Exhibition Booth**

- Exhibition space measuring up to 3m x 3m in our exhibit hall.
- Purchase this for an additional \$1,500 + GST

***One (1) Lanyard Sponsorship Package available***







# Lunch Sponsor Package

**\$4,000 + GST**

## **BENEFITS**

### **Name**

- It will be called the “Business Name” Lunch

### **Registrations**

- One (1) complimentary summit registrations

### **Profile**

- Sponsor pull up banners can be displayed during the lunch break
- Company logo displayed on the Summit website, email campaigns, and in the program
- Logo on screens throughout the lunch break
- Mentions through the Summit social media plan

### **Additional Extra - Exhibition Booth**

- Exhibition space measuring up to 3m x 3m in our exhibit hall
- Purchase this for an additional \$1,500 + GST

***One (1) Lunch Sponsorship Package available***





# Networking Function Sponsor Package

**\$4,000 + GST**

## **BENEFITS**

### **Name**

- It will be called the “Business Name” Networking Function

### **Registrations**

- One (1) complimentary summit registrations

### **Profile**

- Sponsor pull up banners and collateral can be displayed during the networking function
- Company logo displayed on the Summit website, email campaigns, and in the program
- Logo on screens throughout the networking function
- Mentions through the Summit social media plan

### **Additional Extra - Exhibition Booth**

- Exhibition space measuring up to 3m x 3m in our exhibit hall
- Purchase this for an additional \$1,500 + GST

***One (1) Networking Function Sponsorship Package available***



# Morning Tea / Afternoon Tea Sponsor Package

**\$3,000 + GST**

## **BENEFITS**

### **Name**

- It will be called the “Business Name” Morning Tea or Afternoon Tea

### **Registrations**

- One (1) complimentary summit registrations

### **Profile**

- Sponsor pull up banners and collateral can be displayed during the morning / afternoon tea
- Company logo displayed on the Summit website, email campaigns, and in the program
- Logo on screens throughout the morning / afternoon tea
- Mentions through the Summit social media plan

### **Additional Extra - Exhibition Booth**

- Exhibition space measuring up to 3m x 3m in our exhibit hall
- Purchase this for an additional \$1,500 + GST

***One (1) Morning Tea Sponsorship Package available***

***One (1) Afternoon Tea Sponsorship Package available***





# Exhibitor Package

**\$3,000 + GST**

## **Exhibition Booth**

- Exhibition space measuring up to 3m x 3m in our exhibit hall

## **Registrations**

- One (1) complimentary summit registrations

## **Profile**

- Company logo displayed on the Summit website
- Mentioned as an exhibitor during the event

***Ten (10) Exhibitor Packages available (up to 45 exhibitors in total)***

# Sponsor a Not for Profit - to have an Exhibit Booth

## *“Backing our Community”*

### **\$1,500 + GST**

Allow our not for profits to be part of Tech Summit – by sponsoring their exhibit booth.

### **Exhibition Booth**

- Exhibition space measuring up to 3m x 3m in our exhibit hall

### **Registrations**

- One (1) complimentary summit registrations for the person manning the booth

### **Profile**

- Company logo displayed on the Summit website
- Mentioned as a sponsor for *“Backing our Community”* during the event

***Three (3) Sponsorship Packages available***





# WHAT'S IN IT FOR ME?



There are a host of great reasons to lend your support to and get involved with the Canterbury Tech Summit 2023:

- Exposure and opportunity to network with a group of 700+ tech leaders and decision makers.
- Brand awareness and exposure for your business, to future employees and clients, and show your support of the tech sector.
- Access to professional event photography.
- Tasty complimentary catering, including morning tea, lunch, afternoon tea and networking drinks and nibbles.
- Post-event promotion of sponsors (details and special offers distributed to all attendees after the Summit) – subject to level of sponsorship taken.

*N.B. Canterbury Tech is a not-for profit organization so we are also very open to discussion about in-kind support to offset budgeted items such as printing, web & graphic design, catering, PR & marketing spend.*



**Canterbury  
Tech Summit**



## **KEY INFO**

**DATE:** Tuesday 5 September 2023

**LOCATION:** Te Pae,  
Christchurch Convention Centre

**WEBSITE:** [www.techsummit.nz](http://www.techsummit.nz)

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